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1. A method comprising:

storing an advertisement for playback with content; and

automatically replacing said stored advertisement.

2. The method of claim 1 wherein storing an advertisement for playback with content includes storing an advertisement in a separate memory location from said content.

3. The method of claim 2 including providing a marker in said content to indicate where the advertisement should be inserted.

4. The method of claim 3 including providing a pointer with said marker to locate the advertisement in memory.

5. The method of claim 4 including playing back stored content, identifying said marker and accessing the advertisement using said pointer.

6. The method of claim 1 wherein storing an advertisement includes determining whether an advertisement to be stored was previously stored.

7. The method of claim 6 including maintaining a list of stored advertisements and comparing information about a new advertisement to information about advertisements listed on said advertisements list.

8. The method of claim 7 including only storing an advertisement if it was not previously stored.

9. The method of claim 1 wherein replacing said stored advertisement includes updating said stored advertisement.

10. The method of claim 9 including obtaining information about when to update stored advertisements and automatically updating said stored advertisements in accordance with said information.

11. The method of claim 9 including periodically, automatically updating said stored advertisements.

12. An article comprising a medium storing instructions that enable a processor-based system to:

store an advertisement for playback with content; and

automatically replace said stored advertisement.

13. The article of claim 12 further storing instructions that enable the processor-based system to store an advertisement and content in separate memory locations.

14. The article of claim 13 further storing instructions that enable said processor-based system to provide a marker in said content to indicate where the advertisement should be inserted.

15. The article of claim 14 further storing instructions that enable said processor-based system to provide a pointer with said marker to locate the advertisement in memory.

16. The article of claim 15 further storing instructions that enable the processor-based system to playback stored content, identify said marker, and access the advertisement using said pointer.

17. The article of claim 12 further storing instructions that enable the processor-based system to determine whether an advertisement to be stored was previously stored.

18. The article of claim 17 further storing instructions that enable the processor-based system to maintain a list of stored advertisements and compare information about a new advertisement to information about advertisements listed on said advertisements list.

19. The article of claim 18 further storing instructions that enable the processor-based system to only store an advertisement if it was not previously stored.

20. The article of claim 12 further storing instructions that enable the processor-based system to automatically update said stored advertisement.

21. The article of claim 20 further storing instructions that enable the processor-based system to obtain information about when to update stored advertisements and automatically update said stored advertisements in accordance with said information.

22. The article of claim 20 further storing instructions that enable said processor-based system to periodically, automatically update said stored advertisement.

23. A system comprising:

a processor-based device;

a first random access storage, coupled to said processor-based device, to store content;

a second random access storage, coupled to said processor-based device, to store an advertisement for playback with content; and

a third random access storage, coupled to said processor-based device, to store instructions to enable said device to automatically replace said stored advertisement.

24. The system of claim 23 wherein said system is a set-top box.

25. The system of claim 23 wherein said first, second and third storages are part of the same memory.

26. The system of claim 23 wherein said third storage further stores instructions that enable said device to automatically provide a marker in said content to indicate where an advertisement should be inserted during playback of the content.

27. The system of claim 23 wherein said third storage further stores instructions that enable said device to

determine whether an advertisement to be stored was previously stored.

28. The system of claim 27 wherein said third storage stores instructions to enable said device to maintain a list of stored advertisements and compare information about a new advertisement to information about advertisements listed on said advertisements list.

29. The system of claim 28 wherein said device only stores advertisements that were not previously stored.

30. The system of claim 23 wherein said third storage stores instructions that enable said device to obtain information about when to update stored advertisements and automatically update said advertisements in accordance with the information.

31. The system of claim 23 wherein said third storage stores instructions that enable the device to automatically update said stored advertisement.

32. The system of claim 23 including a connection to a television distribution system.

33. A method comprising:

storing an advertisement for playback with content; and

determining whether an advertisement to be stored was previously stored.

34. The method of claim 33 including maintaining a list of stored advertisements and comparing information about a new advertisement to information about advertisements listed on said advertisements list.

35. The method of claim 33 including only storing an advertisement if it was not previously stored.

36. An article comprising a medium storing instructions that enable a processor-based system to:

store an advertisement for playback with content; and

determine whether an advertisement to be stored was previously stored.

37. The article of claim 36 further storing instructions that enable the processor-based system to maintain a list of stored advertisements and compare information about a new advertisement to information about advertisements listed on said advertisements list.

38. The article of claim 35 further storing instructions that enable the processor-based system to only store an advertisement if it was not previously stored.

39. A system comprising:

a processor-based device;

a first random access storage, coupled to said processor-based device, to store content;

a second random access storage, coupled to said processor-based device, to store an advertisement for playback with content; and

a third random access storage, coupled to said processor-based device, to store instructions to enable said device to automatically determine whether an advertisement to be stored was previously stored.

40. The system of claim 39 wherein said device only stores advertisements that were not previously stored.

41. The system of claim 40 wherein said third storage stores instructions that enable the processor-based device to maintain a list of stored advertisements and compare information about a new advertisement to information about advertisements listed on said advertisements list.

42. The system of claim 41 wherein said third storage further stores instructions that enable the processor-based device to only store an advertisement if it was not previously stored.